

Enterprise Digital Transformation, Value Creation, and New-Quality Productivity: Association Mechanism and Interaction Paths

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Abstract

With the rapid advancement of digital technology, digital transformation has become a crucial driver for the high-quality economic development of enterprises. This research delves into the internal connections and interaction mechanisms among enterprise digital transformation, value creation, and new - quality productivity. It constructs a comprehensive theoretical framework to explore how digital transformation revolutionizes productivity and translates it into practical value creation, while also examining the role of new - quality productivity in this process. The study covers the theoretical logic of digital transformation in driving new - quality productivity development, the impact of new - quality productivity on value creation, and their interaction mechanisms. Using literature review, case analysis, and empirical research, it identifies key factors and interaction paths, assesses long - term impacts on enterprise performance, and proposes risk management strategies. The innovation lies in the in - depth analysis of new - quality productivity, cross - disciplinary integration, and the construction of an association mechanism, offering new insights for academia and practice, promoting sustainable enterprise development, and aligning with national development strategies.

Keywords

Enterprise digital transformation; Value creation; New - quality productivity; Association mechanism.

1. Introduction

New - quality productivity, representing a leap forward from traditional productivity, emphasizes innovative, coordinated, eco - friendly, open, and shared development. Within the context of digital transformation, enterprises can utilize data - driven insights to guide production and management decisions, enabling more precise market positioning and resource allocation. Moreover, digital transformation aids in fulfilling corporate social responsibility through eco - friendly production methods and sustainable business models, propelling green development.

This project delves into how enterprises can, during digital transformation, optimize internal governance, enhance decision - making efficiency and transparency, unlock new - quality productivity potential, and achieve sustained value growth. Combining the micro - foundations of digital transformation with the characteristics of new - quality productivity, it examines how digital transformation revolutionizes productivity and translates it into real - world value creation. The project explores key factors in digital transformation and their diverse impacts on new - quality productivity development. It focuses on the theoretical logic of digital transformation in driving new - quality productivity and the influence and mechanisms of new - quality productivity on value creation. The study investigates how digital transformation,

through technology empowerment, data - driven approaches, governance restructuring, and culture shaping, fosters new - quality productivity development and analyzes how new - quality productivity boosts enterprise total factor productivity and value creation. Its innovations lie in the in - depth analysis of new - quality productivity, cross - disciplinary integration, and the construction of an association mechanism between digital transformation and value creation. The project is characterized by its response to the national strategy of developing new - quality productivity and its forward - looking research perspective.

2. Organization of the Text

2.1. Enterprise Digital Transformation

It is not difficult to find from relevant literature that digital transformation can significantly improve the operational efficiency and decision-making quality of enterprises through the introduction of advanced digital technologies, such as big data, artificial intelligence, cloud computing, etc. The application of these technologies not only optimizes the internal processes of the enterprise, but also enhances the enterprise's ability to respond to market changes, thus creating a new source of value for the enterprise. Digital transformation also promotes the development of personalized and intelligent products, meets the diverse needs of consumers, and enhances the market competitiveness of enterprises.

New quality productivity emphasizes the development concept of innovation, coordination, greenness, openness and sharing. In the context of digital transformation, enterprises can guide production and management decisions through data-driven insights, achieving more accurate market positioning and resource allocation. At the same time, digital transformation has also promoted the fulfillment of corporate social responsibility and promoted the green development of enterprises through environmentally friendly production methods and sustainable business models.

The author believes that the mechanisms for digital transformation to promote the development of new quality productivity are as follows: First, technology empowerment, digital technology provides enterprises with new production tools and methods; second, data-driven, enterprises can use data analysis to optimize decision-making and improve the quality of products and services; third, governance reconstruction, digital transformation promotes the optimization of corporate governance structure and processes, and improves the management level of enterprises; fourth, cultural shaping, digital transformation promotes the cultivation of innovative culture, laying the foundation for the sustainable development of enterprises.

2.2. The impact of enterprise development on value creation with new quality productivity

The characteristic of new quality productivity is innovation, the key lies in high quality, and the essence is advanced productivity. Through "innovation" (i.e. revolutionary technological breakthroughs, innovative allocation of production factors, and deep transformation and upgrading of industries), "high-quality" workers, labor materials, labor objects and their optimized combination are created, and finally "advanced productivity" with improved total factor productivity is formed. Its theoretical formula can be expressed as:

New quality productivity = (revolutionary breakthroughs in science and technology + innovative allocation of production factors + deep transformation and upgrading of industries) * (labor force + labor tools + labor objects) optimized combination

However, the formation and development of new quality productivity faces the three real constraints of insufficient demand on the demand side, overcapacity on the supply side, and weak expectations on the environmental side. Further, the three constraints faced by new quality productivity are concentrated on the restrictions on the basic elements on which

disruptive technological innovation depends, and enterprises with better value creation can help alleviate these constraints, thereby promoting the formation and development of new quality productivity.

3. Literature References

New quality productivity is a new product of the development of traditional productivity. It is a leap forward after the addition of new technologies to traditional productivity. Although productivity and productivity are different, they are often interchangeable in economics (Song Jia et al., 2024). We can use total factor productivity to replace the impact of new quality productivity on enterprise value creation. Literature research results show that enterprise digital transformation can improve enterprise total factor productivity, promote efficiency change and technological innovation from a technical level, and improve decision-making efficiency and supervision effectiveness from a corporate governance level (Liu Yanxia, 2022), thereby improving enterprise total factor productivity, improving the enterprise's own new quality productivity, and further realizing enterprise value creation.

4. Conclusion

Digital transformation is a key driver of economic growth in the digital age. This paper explores the internal connections and interaction mechanisms among enterprise digital transformation, value creation, and new - quality productivity, constructing a comprehensive theoretical framework. It reveals how digital transformation revolutionizes productivity and translates it into practical value creation, and the important role of new - quality productivity in this process. Digital transformation improves corporate operational efficiency and decision - making quality through advanced technologies like big data and AI. It optimizes internal processes, enhances market responsiveness, and creates new value sources. It also drives the development of personalized and intelligent products, meeting diverse consumer needs and boosting competitiveness. New - quality productivity, emphasizing innovative, coordinated, green, open, and shared development, enables enterprises to make data - driven production and management decisions, achieving more precise market positioning and resource allocation. Digital transformation also promotes corporate social responsibility through eco - friendly production and sustainable business models, advancing green development.

The author identifies four mechanisms through which digital transformation promotes new - quality productivity development: technological empowerment, data - driven decision - making, governance restructuring, and cultural shaping. These mechanisms provide new production tools, optimize decisions, improve management, and foster innovation, laying the groundwork for sustainable corporate development. Digital transformation and new - quality productivity interact, jointly driving value creation and enhancement.

Further research shows that digital transformation and new - quality productivity have a close interaction. The former provides technological support and innovation 动力 for enterprises, prompting them to explore new production methods and business models, thus stimulating the potential of new - quality productivity. The development of new - quality productivity then propels digital transformation, creating a virtuous cycle. This interaction enhances total factor productivity, drives value creation, and provides a solid foundation for sustainable corporate development and competitiveness.

In terms of theoretical contributions, this paper fills the research gap in new - quality productivity by deeply analyzing this concept. The cross - disciplinary approach offers a new theoretical basis for understanding productivity enhancement through digital means. The

constructed association mechanism between digital transformation and value creation provides new research and practice perspectives for academia and industry.

Practically, this study offers strategic advice for enterprises on stimulating new - quality productivity and achieving value creation during digital transformation. Enterprises should focus on technological empowerment, actively introducing advanced digital technologies to boost efficiency and quality; strengthen data - driven decision - making, using data analysis to optimize processes and enhance resource allocation accuracy; advance governance restructuring, leveraging digital means to refine governance structures and improve management; and cultivate an innovative culture to invigorate sustainable development. Enterprises should integrate new - quality productivity development into their strategies for long - term competitiveness and sustainability.

Looking ahead, as digital technologies evolve and application scenarios expand, enterprise digital transformation and new - quality productivity development will face more opportunities and challenges. Enterprises need to track technological frontiers and explore new applications to maintain their edge. Governments and relevant departments should also introduce supportive policies and measures to boost enterprise digital transformation and new - quality productivity development, ensuring high - quality economic growth.

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